

Message Text

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TAGS: SCUL RO

SUBJ: WRAPUP SUMMARY OF ROMANIAN MEDIA COVERAGE OF CEAUSESCU
VISIT TO U.S.

REFS: BUCHAREST 4098, 4446, 4455, 4477, 4492, 4501, 4516, 4530

1. AS NOTED IN REFTELS, ALL MEDIA COVERAGE OF CEAUSESCU U.S. VISIT WAS GENERALLY HEAVY AND FAVORABLE, WITH TV PROVIDING THE MOST EXCEPTIONAL REPORTS FROM STANDPOINTS OF VOLUME AND TONE. TV RAN 11 FILM AND VIDEOTAPE REPORTS DURING SEVEN-DAY PERIOD, TOTALING 175 MINUTES NATIONWIDE AIRTIME. AUDIO LEAD-INS AND TAGS ADDED SUBSTANTIALLY TO TOTAL AIRTIME. THE ONLY ONE OF CEAUSESCU'S NUMEROUS TRIPS IN PAST FIVE YEARS THAT RECEIVED COMPARABLE TV ATTENTION WAS HIS FIRST VISIT TO U.S. IN 1970.

2. RADIO DEVOTED ONE TO TWO MINUTES DURING EACH HOURLY NEWSCAST TO VISIT, WITH FIVE TO TEN MINUTE PIECES BEING USED DURING THE MAIN NIGHTLY BROADCASTS AT 1830 AND 2200 EACH DAY. TONE OF ALL REPORTS WAS FACTUAL AND LIMITED TO "BARE BONES" ACCOUNTS OF ACTIVITIES. COMMENT: POST BELIEVES RADIO COVERAGE LESS WARM THAN PRESS OR TV ACCOUNTS SIMPLY BECAUSE RADIO DID NOT SEND MAN ON TRIP AND RADIO REPORTS WERE MAINLY REWRITES OF AGERPRES STORIES. END COMMENT.

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3. PRINT MEDIA CONTINUE THEIR HEAVY COVERAGE OF VISIT.
DEC. 14 NEWSPAPERS CARRY BANNER-HEADLINED FRONT PAGE ACCOUNTS OF JOINT MEETING OF PARTY EXECUTIVE COMMITTEE AND COUNCIL OF MINISTERS CONVENED TO CONSIDER THE RESULTS OF THE VISIT. FIRST PARAGRAPH OF POST-MEETING STATEMENT READS "THE EXECUTIVE COMMITTEE....AND THE COUNCIL OF MINISTERS NOTE WITH PROFOUND SATISFACTION THE EXCEPTIONALLY FRUITFUL RESULTS, ON MANY LEVELS, OF THE VISIT UNDERTAKEN BY...NICOLAE CEAUSESCU...AND EXPRESS THEIR FULL APPRECIATION FOR THE ACTIVITIES OF COMRADE CEAUSESCU, AND UNANIMOUSLY EXPRESS THEIR FULL APPROVAL OF ALL THE DOCUMENTS, AGREEMENTS, AND UNDERSTANDINGS CONCLUDED ON THE OCCASION OF THE VISIT."

4. DEC.14 ISSUE OF CULTURAL WEEKLY "CONTEMPORANUL" (CIRCULATION 60,000) CARRIES FOUR FRONT PAGE STORIES RELATED TO VISIT. LEAD STORY, HEADED "AN HISTORIC MOMENT IN THE EVOLUTION OF ROMANIAN-AMERICAN RELATIONS," INCLUDES PICTURE OF PRESIDENTS NIXON AND CEAUSESCU SIGNING JOINT DECLARATION. SUB-HEAD IS QUOTE FROM CEAUSESCU: "THE JOINT DECLARATION SIGNED (BY ME) AND PRESIDENT NIXON... AN HISTORIC MOMENT IN THE DEVELOPMENT OF RELATIONS BETWEEN ROMANIAN AND THE U.S.A.....SONSTITUTES PROOF OF THE GREAT CHANGES WHICH HAVE BEEN PRODUCED IN THE WORLD, AND OF THE FACT THAT, IN THE DEVELOPMENT OF INTERNATIONAL LIFE, COUNTRIES WITH DIFFERENT SOCIAL ORDERS AND DIFFERENT SIZES CAN AND MUST WORK TOGETHER FOR A MORE CORRECT WORLD, A BETTER WORLD, FOR A PEACEFUL WORLD."

5. COVERAGE IN PRINT MEDIA, AS NOTED REFTELS, WAS NOT MARKEDLY HEAVIER THAN THAT FOR OTHER CEAUSESCU VISITS BUT WAS NOTABLY WARMER, ESPECIALLY ON VISIT OUTSIDE WASHINGTON.

6. MAJOR THEME THAT ALL MEDIA HIT HEAVILY AND REPEATEDLY DURING AND AFTER VISIT WAS WHAT THEY CALL "A NEW TYPE OF RELATIONSHIP" BETWEEN ROMANIAN AND US BASED ON JOINT DECLARATION SIGNED BY BOTH PRESIDENTS. MEDIA HAVE ALSO CONTINUOUSLY DESCRIBED VISIT IN VERY POSITIVE TERMS, LEAVING IMPRESSION THAT ROMANIAN OFFICIALS HIGHLY PLEASED WITH BOTH SUBSTANTIVE AND "IMAGE" ASPECTS OF TRIP.

7. MOST ROMANIANS ENGAGED IN CONVERSATION BY EMBOFFS HERE DURING TRIP HAD FAVORABLE IMPRESSION OF ACTIVITIES IN U.S. AS SEEN ON LIMITED OFFICIAL USE

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TV. COMMENT: POST VIEWS THIS AS GOOD EXAMPLE OF IMPACT OF TV AND ITS ABILITY TO INFLUENCE PUBLIC OPINION, AND FEELS THAT MONEY SPENT BY ROMANIANS AND AGENCY FOR TV COVERAGE CREATED PUBLIC AFFAIRS EFFECT DESIRED BY BOTH COUNTRIES.
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